

Attachment D
Community Outreach Plan Guidance and
Worksheet

Community Outreach Plan Guidance

This section provides guidelines for participants to follow in developing Silver Track community outreach programs. Note that these guidelines do not prescribe a specific structure for a community outreach program. Participants may develop a wide range of community-based outreach programs, as long the program is consistent with the general requirements outlined below. Larger entities may be expected to have more extensive community outreach activities than smaller entities. Likewise, entities which are located near one another may wish to combine community outreach activities or avail themselves of community outreach programs already in existence.

Program preparation and start-up

To qualify for Silver Track, participants must have or develop, within one year of acceptance into Silver Track, a community outreach plan that demonstrates a commitment to open, two-way communication with the surrounding community. In plan development, the participant should:

Develop Goals, Activities and a Schedule

The plan should specify outreach activities, including both ongoing outreach activities and additional activities that will be implemented in the future. A timeline for implementing the future outreach activities should be described, including program evaluation. Activities could include public meetings offsite, workshops, site visits, and open houses. Meetings should be scheduled well in advance and at times that are convenient for community participants. This may mean holding meetings during the evening or other times outside of typical business hours. It also includes seeking input from potential community participants as to when and where meetings will be held.

Entities should circulate information on meetings and other activities in a manner that optimizes both diversity and extent of participation. Announcements and notifications should be targeted toward

all neighborhoods, and all income and age groups. Potential ways to announce these meetings and activities include:

- Newspapers and community newsletters;
- Notices displayed in stores, community television programs, libraries, churches; community bulletin boards, and other public locations;
- Telephone calls or direct mailings to the non-governmental organizations and community groups in the area.

In an initial meeting, entities and communities should work together to determine a mutually agreeable future meeting schedule. There is no set frequency for these meetings, but Silver Track participants should meet with community representatives at least once a year. Formal groups, such as community advisory panels (CAPs), are likely to meet more frequently. Note that it is not necessary for entities to implement all aspects of the plan before entering Silver Track.

Design Plan Appropriate to Entity and Community

The community outreach program should be designed based on the size of the participating entity and the interests of the community. The participant's place within the community must be addressed in the plan. The degree to which the community depends upon the participant for employment or other benefits should be openly discussed. The outreach program may take a variety of forms, from CAPs that meet several times per year, to less formally defined activities, such as public meetings and open houses.

Broadly Target Participants

Participants should direct outreach activities to the community in which they operate, but must be careful to avoid defining this community

too narrowly or targeting only selected groups. Implementation of an "open admissions" policy allows good faith participation of any interested individual or group. Potential community participants include the following:

- Local residents
- Local businesses
- Neighborhood associations
- Local environmental commissions
- School, religious, civic, and environmental groups, and other non-government organizations
- Health care providers
- Local officials, including both elected officials and officials responsible for emergency response
- Labor unions
- Employees living in the vicinity of the entity

Another element of identifying the community is determining the appropriate geographic boundaries of the "community" potentially affected by the entity. Even when the effects of activities at the participating entity are limited to a single community, it may be appropriate to notify neighboring communities to avoid any unforeseen concerns as the dialogue process proceeds.

Dialogue with the Community

After preparation of a Community Outreach Program, the entity must detail the steps that will be taken in dialogue with the community. The entity should provide the community with adequate background information. Because many interested members of the community are likely to have little, if any, working knowledge of an entity's operations, a critical step in establishing a meaningful dialogue is to provide the community with background information to help these individuals identify issues that are relevant and important to them. Participants

should provide this information in a format that community representatives can understand. This educational component of the outreach program could include a number of activities, such as:

- Providing background information on the entity, including history, products, processes, number of employees, size, and hours of operation,
- Describing operations in terms that can be understood by the general public,
- Conducting tours,
- Describing the OEC plan summary.

Focus Community Dialogue on Environmental Performance, But Provide Time to Respond to Other Issues of Concern

Participants should focus community outreach dialogues on their emissions/discharges to the environment and their environmental performance relative to any community questions. Participants and communities should jointly decide the issues to explore through their outreach programs. This information should be in a format readily understood by or explained to the community. Examples of environmental issues that may be of mutual interest include:

- Transportation of chemicals and materials,
- Emergency response plans,
- Compliance with environmental and health and safety regulations,
- Core set of environmental performance indicators. Indicators that may be of interest to both the participants and community include:

◆ **Air Emissions**

Is the participant in compliance with applicable requirements? If not, what caused the problem and what is the plan to come into compliance? What is the nature of the air emissions and what is the impact of these emissions on human health and the environment? Have emissions (preferably normalized to production) been increasing or decreasing in recent years?

◆ **Water Discharges**

Is the participant in compliance with applicable requirements? If not, what caused the problem and what is the plan to come into compliance? What is the nature of the water discharges and what is the impact of these discharges on human health and the environment? Have discharges (preferably normalized to production) been increasing or decreasing in recent years?

◆ **Waste Production**

Is the participant in compliance with applicable requirements? If not, what caused the problem and what is the plan to come into compliance? What is the nature of the waste and what is the impact of this waste production on human health and the environment? Has waste generation (preferably normalized to production) been increasing or decreasing in recent years?

◆ **Materials Recycling**

Does the participant recycle materials either on-site or off-site to minimize waste production or the purchase of new raw materials? Has the participant recently investigated or instituted any new materials recycling opportunities?

◆ **Water Use**

Has water use (preferably normalized to production)

been increasing or decreasing in recent years?

◆ **Energy Use**

Has energy use (preferably normalized to production) been increasing or decreasing in recent years? Has the participant investigated or instituted any HVAC, lighting, or other retrofits to increase energy efficiency? Has the participant altered any manufacturing processes to increase energy efficiency?

◆ **Accident Prevention**

What emergency planning and/or training activities has the participant undertaken? Have the plans been revised lately? How often are people trained? Are inspections conducted regularly to reduce the likelihood of accidents? Has the participant had any reportable events recently? If so, what was the material involved, how much was involved, and what is the nature of the material? Were there any off-site impacts? What actions were taken to clean up the material? Has any action been taken to prevent re-occurrence?

◆ **Job Safety**

What is the entity's total lost workday incident (LWDI) rate for lost time and first aid? Is an injury prevention program offered? Investigating or changing materials delivery or transportation systems to improve safety?

◆ **Pollution Prevention Opportunities**

Have any changes been instituted in materials use or processes that improve the efficiency of operations (less quantities of energy, water, or raw materials per unit of product; decreased waste production)? Have any changes been instituted in materials use or processes that decrease the toxicity of products, reduce any negative effect on the

environment when used, or reduce the toxicity of waste produced? Have any packaging changes been instituted that reduce materials or energy used, waste generated, or enhance the safety of the product during transport or use? Is the participant currently investigating or planning to institute any such P2 opportunities?

◆ **Environmental Cleanup/Restoration Efforts**

Is the participant in compliance with all site remediation requirements? Is participant utilizing innovative technologies to address remediation issues?

◆ **Land/Habitat Conservation**

Is the participant involved in local land preservation or habitat conservation initiatives? Examples include setting aside a conservation area for wildlife, building a bio-retention area or planting trees.

◆ **Other**

Have any other activities been investigated or instituted that are beneficial to the environment or the community, for example, sponsoring a science career day for schools?

Participants should also provide time to respond to broader issues about their role in the community that may arise, such as:

- Community development or redevelopment (e.g., participation in Brownfields programs)
- Job creation
- Philanthropic activities within the community
- Sustainability activities and programs
- Environmental equity issues
- Mentoring of other businesses

- Affirmative procurement goals (e.g., buying recycled materials)

The goal is to establish a formal, two-way channel of communication between the participant and the community to encourage an open exchange of ideas and information, not to resolve each issue to the satisfaction of all parties.

Discuss Silver Track Participation with the Community

Participants should discuss their participation in Silver Track with communities and respond to any questions that the community may have about the program, such as:

- The operational or other flexibility that the participant will obtain for acceptance into Silver Track;
- Commitments that a participant has made as part of Silver Track, as well as additional commitments that the community would like the participant to consider making,
- How to provide assurances to the community that the participant will continue to demonstrate good environmental performance.

(Note: Entities are not required to discuss their participation in Silver Track with communities until after they have been formally accepted into Silver Track.)

Give Public Access to Operations and Environmental Compliance (OEC) Plan Summary

The OEC plan, as described above, consists of operations and maintenance documents, which the participant already has in place, either developed independently or as a response to Department/EPA regulatory requirements. The Community Outreach plan must provide for public access to a summary of these documents.

Prepare an Annual Report on Environmental Performance

The participant must include a provision in the Community Outreach plan for preparing an annual report to the community on the environmental performance of all environmental operations from a multi-media perspective, and disclose all emissions and discharges to the environment. The OEC plan summary fulfills this obligation.

Conduct an Annual Public Meeting and Site Visit

After issuing the annual environmental report, the participant could hold a public meeting to discuss details and concerns as part of the Community Outreach plan.

Establish a Community Advisory Panel (CAP)

Since a continuing relationship with the community is mutually beneficial to both the participant and the community, the Community Outreach plan should provide a mechanism to start a dialogue on any new issues or to continue dialogue on existing issues of concern. One way to accomplish an ongoing, two-way dialogue is to establish a CAP. Geographically close participants may consider sharing a CAP. Once again, this is not a prerequisite for acceptance into Silver Track, but establishment of a CAP is encouraged, especially for larger facilities.

Community Outreach Program Evaluation

Participants should develop a system to continually evaluate the effectiveness and relevancy of their outreach program. Possible options include obtaining feedback from community members who have participated in the program by distributing questionnaires and conducting informal interviews. Participants are strongly encouraged to include a description of their system for evaluating the program in their Community Outreach plan.

Community Outreach Plan Worksheet

The Department has developed the following questionnaire to assist Silver Track participants in developing a Community Outreach Plan, and to help focus the Department's review of the Plan. (If the answer to the first question is "yes," provide relevant document title and complete the remaining questions. If the answer is "no," provide time frame for completion.) Please remember that this is guidance only; not all items must be included for Silver Track participation.

<u>Yes</u>	<u>No</u>	<u>Completion</u> <u>Date</u> _____	<u>Document</u> <u>Title</u> _____
------------	-----------	--	---------------------------------------

Community Outreach Plan:

Does the facility have a community outreach plan that demonstrates a commitment to open two-way communication with the community?

_____	_____	_____	_____
-------	-------	-------	-------

Goals, activities and schedule:

Does the Plan specify both ongoing outreach activities and additional activities that will be implemented in the future?

_____	_____	_____	_____
-------	-------	-------	-------

Does the Plan specify a timeline for implementing future outreach activities, including program evaluation?

_____	_____	_____	_____
-------	-------	-------	-------

Does the Plan provide for meetings to be scheduled well in advance and at times that are convenient for community participants?

_____	_____	_____	_____
-------	-------	-------	-------

Does the facility circulate information on meetings and other activities in a manner that optimizes both diversity and extent of participation, so that announcements and notifications will reach all neighborhoods and race, income and age groups?

_____	_____	_____	_____
-------	-------	-------	-------

	<u>Yes</u>	<u>No</u>	<u>Completion Date</u>	<u>Document Title</u>
Does the facility utilize any of the following potential ways to announce these meetings and activities?				
• Newspapers and community newsletters	_____	_____	_____	_____
• Notices displayed in stores, community television programs, libraries, churches,	_____	_____	_____	_____
• Community bulletin boards and other public locations	_____	_____	_____	_____
• Telephone calls or direct mailings to the non-governmental organizations and community groups in the area	_____	_____	_____	_____

Plan designed appropriate to facility and community:

Is the community outreach program designed based on the size of the facility and interests of the community?	_____	_____	_____	_____
Is the facility's place within the community addressed in the Plan?	_____	_____	_____	_____
Does the Plan address the appropriateness of the type of forum, e.g., utilizing community advisory panels (CAPs) who meet several times per year, instead of less formally defined activities, such as public meetings and open houses?	_____	_____	_____	_____

Broadly targeted participants:

Does the facility implement an "open admissions" policy that allows good faith participation of any interested individual or group?	_____	_____	_____	_____
Does the facility target any of the following potential community participants?				
• Local residents	_____	_____	_____	_____
• Local businesses	_____	_____	_____	_____
• Neighborhood associations	_____	_____	_____	_____

	<u>Yes</u>	<u>No</u>	<u>Completion Date</u>	<u>Document Title</u>
• School, religious, civic, and environmental groups, and other non-government organizations	_____	_____	_____	_____
• Health care providers	_____	_____	_____	_____
• Local officials, including both elected officials and officials responsible for emergency response	_____	_____	_____	_____
• Labor unions	_____	_____	_____	_____
• Employees living in the vicinity of the facility	_____	_____	_____	_____
Does the Plan identify appropriate geographic boundaries of the "community" potentially affected by the facility?	_____	_____	_____	_____

Dialogue with the Community

Background Information:

Does the facility provide the community with background information on the facility to identify issues that are relevant and important to the community?

Does this educational component of the outreach program include any of the following activities?

- Providing background information on the facility, including history, products, processes, number of employees, size of facility, and hours of operation
- Describing facility operations in terms that can be understood by the general public
- Conducting facility tours
- Describing the facility's OEC/EMS summary

	<u>Yes</u>	<u>No</u>	<u>Completion Date</u>	<u>Document Title</u>
Focus on environmental performance:				
Does the facility jointly decide with the community which environmental issues and other community questions should be explored through their outreach program?	_____	_____	_____	_____
Are any of the following environmental issues addressed in community dialogue?				
• Disclosure of emissions and/or discharge to the environment	_____	_____	_____	_____
• Transportation of chemicals and materials	_____	_____	_____	_____
• Emergency response plans	_____	_____	_____	_____
• Facility compliance with environmental and health and safety regulations	_____	_____	_____	_____
• Core set of environmental performance indicators	_____	_____	_____	_____
Has the facility provided time to respond to broader issues that may arise about their role in the community?				
_____	_____	_____	_____	_____
Are any of the following broader issues addressed in community dialogue?				
• Community development or redevelopment (e.g., participation in Brownfields programs)	_____	_____	_____	_____
• Job creation	_____	_____	_____	_____
• The facility's philanthropic activities within the community	_____	_____	_____	_____
• Sustainability activities and programs	_____	_____	_____	_____
• Environmental equity issues	_____	_____	_____	_____
• Mentoring of other businesses	_____	_____	_____	_____
• Affirmative procurement goals (e.g., buying recycled materials)	_____	_____	_____	_____

<u>Yes</u>	<u>No</u>	<u>Completion Date</u>	<u>Document Title</u>
------------	-----------	----------------------------	---------------------------

Discussion of Silver Track participation with the community:

The facility must discuss their participation in the Silver Track Program with their community after they have been formally accepted into the Program. Should a facility decide to withdraw from the Program, they should notify community representatives.

_____	_____	_____	_____
-------	-------	-------	-------

Has the facility responded to any questions that the community may have about the program, such as the following?

- The operational or other flexibility that a facility will obtain for participating in the Silver Track Program
- Commitments that a facility has made as part of the Silver Track Program, as well as additional commitments that the community would like the facility to consider making
- How a facility can provide assurances to the community that it will continue to demonstrate good environmental performance
(Note that facilities are not required to discuss their participation in Silver Track with communities until after they have passed an initial entry screen by NJ DEP.)

_____	_____	_____	_____
-------	-------	-------	-------

_____	_____	_____	_____
-------	-------	-------	-------

_____	_____	_____	_____
-------	-------	-------	-------

Public access to facility's Operations and Environmental Compliance (OEC)

Plan Summary:

Does the Community Outreach plan provide public access to a summary of the operations and maintenance documents which constitute the facility's Operations and Environmental Compliance (OEC) Plan?

_____	_____	_____	_____
-------	-------	-------	-------

Does the facility hold an annual "open house" or pre-arranged site visits for community members?

_____	_____	_____	_____
-------	-------	-------	-------

	<u>Yes</u>	<u>No</u>	<u>Completion Date</u>	<u>Document Title</u>
Preparation of an annual report on environmental performance:				
Does the facility include a provision in the Community Outreach Plan for preparing an annual report to the community on the environmental performance of the facility's operations from a multi-media perspective?	_____	_____	_____	_____
Conducting an annual public meeting and site visit:.				
After issuance of the annual environmental report, does the Plan include a public meeting to discuss details and concerns as part of the Community Outreach Plan?	_____	_____	_____	_____
Establishing a community advisory panel:				
Does the Community Outreach Plan provide for establishing a community advisory panel (CAP) to start dialogue on any new issues or to continue dialogue on existing issues of concern?	_____	_____	_____	_____
Does the facility share a CAP with one or more geographically close facilities?	_____	_____	_____	_____

Community Outreach Program Evaluation

Has the facility developed a system for continually evaluating the effectiveness and relevancy of their outreach program?	_____	_____	_____	_____
Does the facility utilize the following possible options for obtaining feedback from community members that have participated in the program?				
• Distributing questionnaires	_____	_____	_____	_____
• Conducting informal interviews.	_____	_____	_____	_____
Has the facility included a description of their system for evaluating the program in their Community Outreach Plan?	_____	_____	_____	_____